

Message Text

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R 161354Z APR 76

FM SECSTATE WASHDC

TO AMEMBASSY NEW DELHI

INFO AMCONSUL BOMBAY

AMCONSUL CALCUTTA

AMCONSUL MADRAS

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E.O. 11652: N/A

TAGS; BEXP; IN

SUBJECT: CCP '77: TRADE PROMOTION EVENTS

REFERENCE: NEW DELHI 4599

1. COMMERCE CONCURS IN PRINCIPAL ON RECOMMENDATIONS FOR PROMOTIONAL EVENTS AND TIMING AS INDICATED REFTEL. THESE EVENTS WILL BE INCLUDED IN COMMERCE DRAFT FOR FY'77.

FOLLOWING ARE COMMENTS ON INDIVIDUAL EVENTS:

A. NOVEMBER 1976---COMMERCE PROPOSES A 5 TO 7 PERSON TECHNICAL SALES SEMINAR FEATURING HIGH TECHNOLOGY INSTRUMENTATION INSTEAD OF TRADE MISSION. PRIOR EXPERIENCE HAS PROVEN NUMEROUS AND UNFORESEEN DIFFICULTIES ARISE IN SCHEDULING TRADE MISSION ACTIVITIES WITH PROMOTIONAL EVENTS THAT ARE PROMOTED BY OTHER ENTITIES. HOWEVER, COORDINATING A TSS WITH WISITEX-76 MAY OFFER A UNIQUE OPPORTUNITY SINCE THERE IS DISTINCT COMPATIBILITY

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BETWEEN U.S. INDUSTRIAL SECTORS FROM WHICH COMMERCE WILL

RECRUIT PARTICIPANTS AND THE TARGET AUDIENCE (I.E. DELEGATES) WHICH WISITEX MANAGEMENT IS TRYING TO MOBILIZE. SEVERAL CONSIDERATIONS MUST BE RESOLVED BEFORE COMMERCE IS WILLING TO SCHEDULE THIS EVENT AND INITIATE PROCUREMENT. PLEASE PROVIDE THE FOLLOWING INFORMATION ASAP SINCE COMMERCE REQUIRES 6 MONTHS LEAD TIME FOR EFFECTIVE PROMOTION AND PROCUREMENT: WILL WISITEX DEFINITELY OPEN ON SCHEDULE? ESTIMATED NUMBER OF INDIAN AND FOREIGN DELEGATES THAT WILL PARTICIPATE AND DEGREE OF ENTHUSIASM WHICH THE TRADE HAS FOR THIS EVENT? IS SYMPOSIUM AND EXHIBITION EXPORT ORIENTED AS FOR THE DOMESTIC MARKET? COULD THE PROPOSED TSS BE SCHEDULED INTO THE SYMPOSIUM? WOULD WISITEX MANAGEMENT BE WILLING TO ALLOCATE A BLOCK OF TIME SUCH AS AN ENTIRE MORNING AND AFTERNOON SESSION? WHAT CHARGES (IF ANY) WOULD BE INCURRED BY U.S. PARTICIPANTS? WHAT SPECIALIZED FIELDS OF INSTRUMENTATION OFFER THE BEST POTENTIAL FOR U.S. SALES AND/OR JOINT VENTURES? WOULD IT BE APPROPRIATE FOR U.S. PARTICIPANTS TO RENT EXHIBITION SPACE FOR DISPLAYING THEIR PRODUCTS IN CONJUNCTION WITH PRESENTATION OF THEIR TECHNICAL PAPERS? WILL DISPLAY ITEMS BE ACCORDED SPECIAL DUTY FREE ENTRY? IN ORDER OF PRIORITY, WHAT OTHER POSTS SHOULD BE INCLUDED IN TSS ITINERARY.

B. JANUARY 1977 ---CATALOG SHOW FEATURING ELECTRONIC COMPONENTS AND PRODUCTION, MEASURING AND TESTING EQUIPMENT. TENTATIVELY COMMERCE PLANS TO RECRUIT AN INDUSTRY TRADE REPRESENTATIVE FOR THREE STOPS. PLEASE SUBMIT SUGGESTED DATES IN JANUARY AND ITINERARY BASED ON MARKET POTENTIAL. POST CONDUCTED SURVEY SHOULD BE SUBMITTED ASAP.

C. MARCH 1977 ---CATALOG SHOW FEATURING PUMPS, VALVES AND COMPRESSORS COMBINED WITH POST ORGANIZED AND SPONSORED TECHNICAL SALES SEMINARS. PLEASE RECOMMEND TENTATIVE DATES AND CITIES FOR EXHIBITION.

2. COMMERCE WOULD LIKE TO PROCEED WITH DEFINITIVE

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FY '77 TRADE PROMOTIONAL PROGRAM FOR INDIA BASED ON ABOVE SCHEDULE. IN VIEW OF LEAD TIME REQUIRED FOR THESE EVENTS, THE EMBASSY IS REQUESTED TO CONCUR AND/OR OFFER MODIFICATIONS BASED ON CURRENT COMMERCIAL CLIMATE AND MARKET CONDITIONS. ROBINSON

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